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New Video Chronicles Statewide Efforts to Control Pierce's Disease, Glassy-Winged Sharpshooter

Sacramento, CA — Jan 13, 2005 - A new video chronicling the innovative and ongoing efforts to address the devastating effects of Pierce's disease and its prime vector, the glassy-winged sharpshooter (GWSS), was released today. Produced by the PD/GWSS Board and the California Department of Food and Agriculture (CDFA), the 10-minute video examines the unique collaboration between winegrape growers, industry and government to control the spread of GWSS, while simultaneously investing in research aimed at finding a cure.

"A key function of the PD/GWSS Board is to solicit input and concerns directly from affected growers. This video addresses the different issues related to Pierce's disease from the grower's perspective with the intent of further educating them on how much more needs to be done," says Brad Lange, PD/GWSS Board chair. "We hope this video helps explain the board's activities and successes not only to the winegrape growers but also to the affiliated industries, businesses and communities that are intricately tied to California's \$45 billion wine industry."

Winegrape growers and industry and government officials throughout the state are featured in the video, which analyzes the scope of the threat and outlines the proactive steps taken to build partnerships, develop control protocols and fund research. As CDFA Secretary A.G. Kawamura says in the video, "The PD/GWSS Board is a perfect example of collaboration on how you go about fighting diseases that can affect our food supply. In this case, it not only affects the wine industry but the citrus, nursery and almond industries as well."

Available in VHS, DVD and CD-ROM format, free copies of the video are available by writing to Brown-Miller Communications at 1114 Jones St., Martinez, CA 94553 or e-mailing them at bmc@brownmillerpr.com. Please specify preferred format.

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